10 RULES FOR WRITING FOR THE WEB

1. **Focus on a single topic per page**
   If there are other topics related to your topic, write about them somewhere else.

2. **Write a clear page title**
   The title should reveal exactly what the page is about.

3. **Lead with your best material**
   Get straight to the point—readers should know the most important information after reading the first two sentences.

4. **Break up and organize content into digestible sections**
   Try to limit paragraphs to 70 words; use (short) lists whenever possible and (simple) tables where appropriate.

5. **Write simple sentences**
   Your writing should be easy for a middle schooler to understand.

6. **Use simple words**
   Never use a long word when a short one will do.

7. **Cut unnecessary words**
   If it's possible to cut a word out, always cut it.

8. **Address people directly**
   Use "you" to keep your writing conversational and help people figure out what applies to them.

9. **Tell people what to do**
   Use verbs and imperatives ("download," "send," "get") and use lists for instructions (numbered lists when order matters).

10. **Connect cause and effect**
    Links and buttons should say what they'll do and do what they say so that people know they got where they thought they were going.